

MAIA is the largest
association of independent
insurance agents in Michigan.
We advocate and promote on
behalf of over 1,000 member
agencies as they work to serve
the needs of their clients.



Michigan
Association of
Insurance
Agents

The
agents
association

Increasing Your Political Influence

Making Your Voice Heard

- Advocacy
- Grassroots action
- Legislative conference
- Bill tracking

MAIA members tell us advocacy is the number one reason they choose to belong to MAIA. We work very hard to make sure legislative and regulatory policies help rather than hinder your performance as an independent agent. Results matter, and MAIA is proud of its record over the years of working to improve the business climate for agents and their customers.

From direct advocacy to grassroots action, MAIA interacts with state and federal legislators, industry representatives and regulators, providing input and direction with a goal of good public policy. Policymakers seeking more knowledge of complex insurance-related issues regularly look to MAIA as a reliable source for industry information.

Legislative Advocacy

MAIA's dedicated staff:

- Tracks and analyzes, on average, 200 bills per legislative session.
- Monitors relevant state and federal issues, and participates in conferences around the country, including IIABA's National Legislative Conference, National Conference of Insurance Legislators, and the National Association of Insurance Commissioners.
- Frequently meets with State Representatives and Senators, the Insurance Commissioner, and other public officials to lobby on behalf of independent agents.
- Regularly attends and testifies at Insurance and Tax Policy Committee meetings in Lansing and around the state on behalf of agents.
- Is often quoted in news stories across the state.
- Attends hearings across the state on the issues of the day.
- Endorses candidates for state office that are supportive of agent issues.
- Answers legal, legislative, and regulatory questions from our members.





Marketing, Advertising & Branding Material

As a member of MAIA, you will have access to both the nationally recognized Independent Insurance Agents Big "I" and Trusted Choice logo brands. These brands give you access to professionally produced television, radio and print ads you can customize for use in your local media market.

MAIA's highly visible Speakers Bureau Program, designed to educate consumers on the advantages of the independent agency system, provides a variety of speech and handout material for members to use when speaking before schools and civic groups.

Promoting Your Agency

- Media exposure
- Consumer educational materials



Enhancing Your Public Image

Agency Perpetuation Solutions

MI Future Foundation

- Public education
- Insurance programs
- Jobs Board



Recognizing the staffing crisis facing the insurance industry, and in particular, independent agencies, MAIA established the MI Future Foundation. MI Future works externally to educate the public about career opportunities offered by Michigan's independent insurance agencies and internally by educating independent insurance agents about the potential pool of talent offered by higher education institutions.

Michigan Insurance Jobs Board

Michigan Insurance Jobs is the premier electronic recruitment resource for the industry. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs.

<http://mifuture.org>

Access to the Latest Industry Information

MAIA Communication

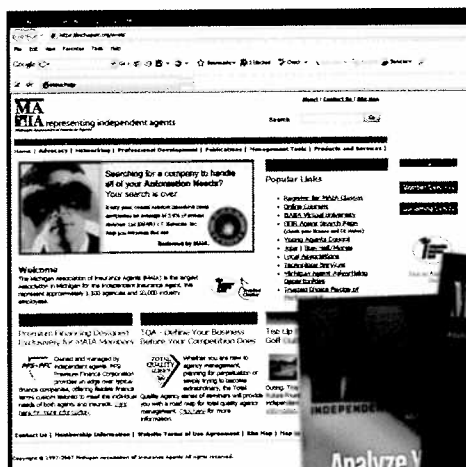
- Monthly publications
- Dynamic website

All MAIA members receive the award-winning Michigan AGENT magazine. Published 10 times each year, Michigan AGENT will keep you up-to-date on industry news and trends affecting today's independent agent both locally and nationally.

MAIA's monthly e-newsletters will also keep you advised of the latest industry news, legislative happenings, education offerings, and the best in member services.

MAIA's website, <http://michagent.org>, allows members to register for programs, download HR materials, search publication archives, find other members, and learn about new products and the latest legislative issues affecting agents.

As a state affiliate of the Independent Insurance Agents and Brokers of America (IIABA), MAIA members also receive IIABA's monthly IA magazine and online newsletter, Pipeline.





Industry Networking

- State-wide convention
- Technology events
- Local associations
- Young Agents Council

MAIA offers members a variety of ways to connect with their peers, company and vendor partners.

Events

MAIA's Annual State Convention is one of the largest single gatherings of insurance industry personnel. This three-day event is a great place to establish rapport with your peers, and receive timely updates from guest speakers on state and federal legislation, as well as regulatory issues that directly impact your agency. And, of course, convention provides one of the best opportunities to earn CE credit and pick up new solutions to agency issues.

Other prominent MAIA-sponsored events include the Young Agents Spring Conference, Great Lakes Automation Day and Tech Camp.

Peer Group Connections

MAIA offers members a wide variety of committees to serve on, focusing on such issues as commercial lines, company/agency relations, legislative issues, professional development and technology. Satellite local associations focus on issues relevant to your community and explore ways to promote you within your community. The Young Agents Council (YAC) develops professional agents, helps them build business and personal relationships, and instills in them a commitment to the industry.



Peer Group Connections

Products and Services

Agents Assistance

- Professional liability
 - Market assistance
- Agency productivity
- Technology services
 - HR help

Agents Assistance Corporation (AAC) — a subsidiary of MAIA — offers a number of products and services to help member agencies succeed. Opportunities range from products for you and your agency to products for your clients.

Professional Liability

MAIA members can take advantage of the Big "I" Professional Liability program, the most respected and comprehensive program in the business, offering a variety of insurance products that are hand-selected for their superior reputation and exceptional performance. MAIA also provides access to specialty carriers through an excess and surplus lines market.

Employee Benefits

MAIA offers a variety of employee benefits that are stand-alone programs, so you're free to enroll in all of them or just one. They include Health, Life, Long and Short-Term Disability, as well as Dental — administered by MAIA's dedicated Employee Benefits staff.

Market Access

MAIA's market access program provides qualified small to mid-sized agencies the opportunity to demonstrate their abilities to key carriers, eventually moving them to direct appointments.

MAIA can also help you find that specialty market, including Home Business and Stand-Alone Personal Umbrella.

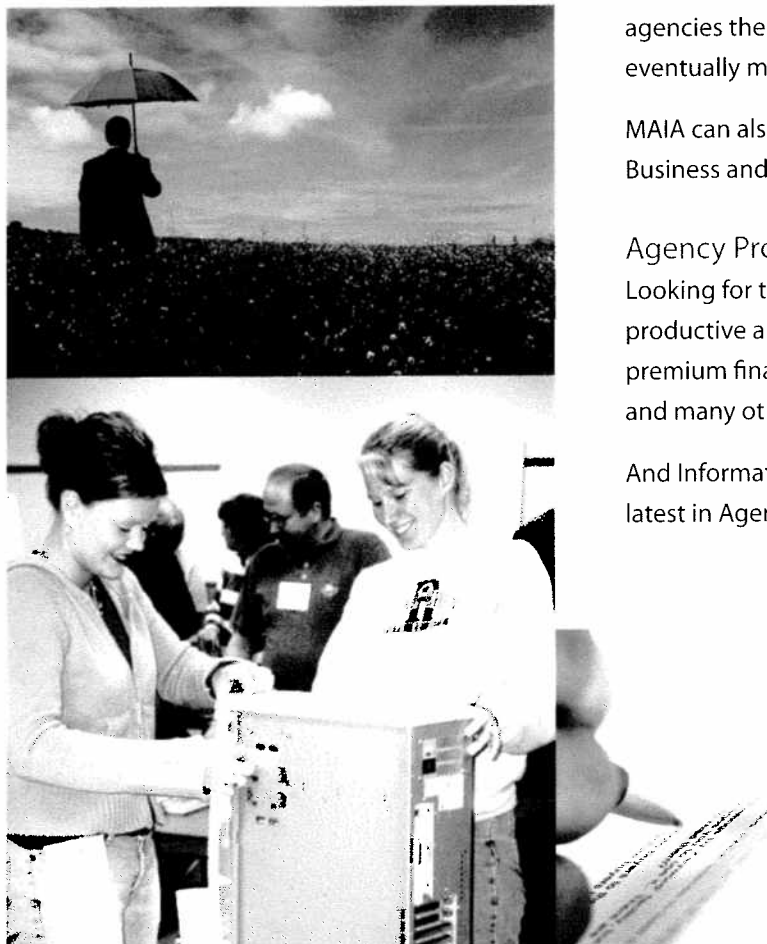
Agency Productivity

Looking for tools to help your agency become more efficient, productive and profitable? MAIA can help. We provide access to premium financing, commercial lines rating, technology consulting, and many other resources.

And Information Central — MAIA's free lending library — includes the latest in Agency Management, Industry Issues, Sales and Technology.

HR Help

MAIA's new online Human Resources area provides member agencies with links to help you keep in compliance with state and local government, as well as templates for hiring, interviewing, evaluating and maintaining staff at your agency. Many of these forms are the same forms MAIA uses, and can be customized to meet the needs of your agency.





Educational Opportunities

- Licensing
- Continuing education
- Professional designations
- Remote learning opportunities

As Michigan's largest provider of continuing education, MAIA offers an array of courses from licensing school to agency management programs to help further your insurance career. As a non-profit professional development department, we're able to offer excellent classes with top state and national insurance instructors at an affordable price.

MAIA Programming

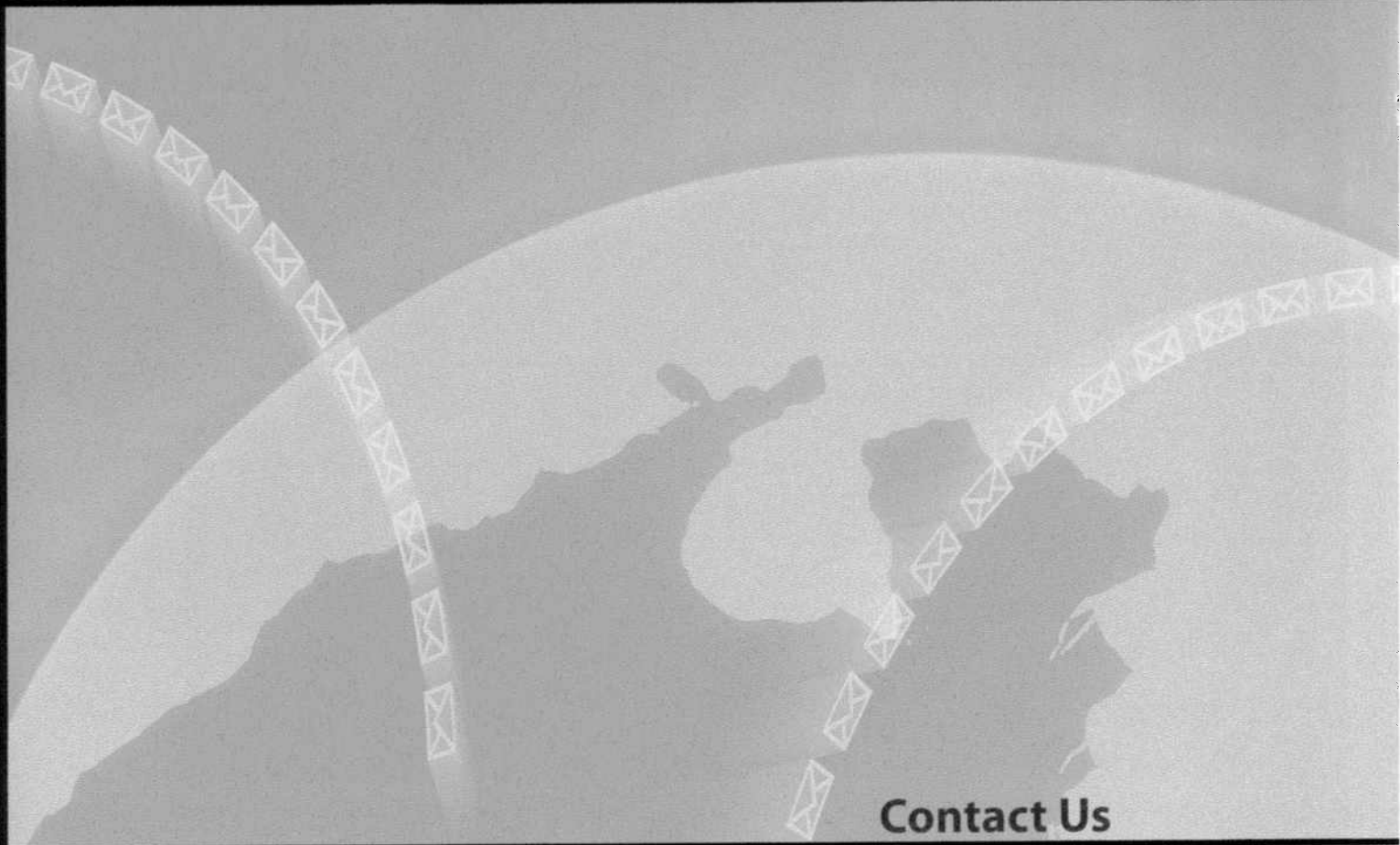
MAIA's professional development programming includes:

- Classroom and self study pre-licensing education
- Ethics
- Errors and Omissions (E&O)
- NFIP Flood Instruction
- Great Producers Program (Sales Program)
- The Certified Insurance Service Representatives (CISR) program
- The Accredited Advisor in Insurance (AAI) program
- The Certified Insurance Counselors Program (CIC)
- The Certified Risk Managers Program (CRM)
- Total Quality Agency (Agency Management and Perpetuation Program)
- Online classes through both state and national providers

Classes are offered year round. Online programming is available by going to our website at <http://michagent.org>.



Professional Development



MAIA

1141 Centennial Way
Lansing, MI 48917
(517) 323-9473

To learn more about the Michigan
Association of Insurance Agents,
visit <http://michagent.org>.



What You Should Know About Independent Insurance Agents

We Cover The State Of Michigan. The Michigan Association of Insurance Agents (MAIA) is a statewide trade association representing over 1,000 independent agencies. Members of MAIA are located in virtually every city, town, and village throughout the state. The agents/producers of our member agencies are your Rotary and Lion's Club members, school board members, hospital board members, and soccer and little league team sponsors and coaches. They are community involved and community leaders.

We Give Consumers A Choice. Independent agents work for "more than one company", thereby providing a wide range of services and choices for insurance consumers. They are not employees of an insurance company but instead are independent small business owners that represent (or retail) for several different insurance companies. Because they can distribute products of multiple insurance companies, they have the ability to get away from the "one size fits all" to customizing insurance coverage to individual consumer needs.

They are often the "face" of insurance for Michigan consumers. If you purchased your insurance from an Independent Agent, and I asked where you got your insurance, it is likely that you would give me the name of the agent rather than the name of the company that is on the policy.

We Advocate On Behalf Of Consumers. In almost all cases in Michigan, an Independent agent's first legal duty is to the consumer, beginning with finding the lowest quote for the coverage desired. A point of distinction is the close relationship between independent agents and their clients. If a loss occurs, the independent agent stands with the client until the claim is settled. On a number of pro-consumer issues (insurance rebates, credit scoring and optional Personal Injury Protection), MAIA has spoken out on behalf of consumers.

We Provide Jobs. The agencies represented by MAIA employ over 10,000 agents and supporting staff. A recent survey conducted for MAIA revealed that 30 percent of its members we're planning on hiring personnel within the next year. Although they are primarily small business men and women (half generate less than \$500,000 in annual revenue), they also insure some of the largest commercial operations in Michigan. They are entrepreneurs in a high stress, high reward occupation with the responsibility of protecting the most important financial assets of their customers.

We Have Earned The Public Trust. According to a statewide survey conducted by EPIC/MRA, over 95 percent of the people who deal with an independent agent said they were very satisfied with the service they received.

Membership Demographics

Revenue	% Of membership				Staff Size				#of carriers			
	'09	'06	'03	'00	'09	'06	'03	'00	'09	'06	'03	'00
\$0-\$249K	24%	32%	35%	42%	3	4	3	3	7	7	6	7
\$250-\$499k	25%	26%	29%	26%	5	5	4	7	8	8	7	6
\$500k-\$1.1 mil	30%	25%	\$25%	23%	8	9	9	10	8	10	8	9
\$1.2 mil +	21%	17%	10%	10%	29	29	24	28	14	14	14	11

Percentage of Business Placed with Top Carrier

Revenue	Personal Lines				Commercial Lines			
	'09	'06	'03	'00	'09	'06	'03	'00
\$0-249K	54%	32%	35%	42%	48%	29	24	28
\$250-499k	58%	56%	57%	51%	52%	53%	56%	43%
\$500k-\$1.1 mil	50%	41%	37%	36%	48%	32%	42%	38%
\$1.2 mil +	46%	41%	37%	36%	38%	32%	28%	32%

Percentage of Revenue Source

Revenue	Personal			Commercial			Emp. Ben.		Fin. Serv.		Prof shar		Fee	
	'09	'06	'03	'00	'09	'06	'09	'06	'09	'06	'09	'06	'09	'06
\$0-249K	73%	70%	70%	67%	23%	29%	10%	9%	7%	8%	9%	9%	0%	6%
\$250-499k	60%	63%	61%	59%	32%	31%	9%	8%	16%	10%	9%	6%	1%	0%
\$500k-\$1.1 mil	52%	57%	52%	41%	39%	33%	11%	10%	4%	10%	8%	6%	4%	7%
\$1.2 mil +	33%	37%	34%	29%	50%	44%	12%	13%	5%	11%	9%	6%	5%	6%

Percentage of Agencies Offering a Particular Line/Service

Revenue	Personal			Commercial			Emp. Ben.		Fin. Serv.		Prof shar		Fee	
	'09	'06	'09	'06	'09	'06	'09	'06	'09	'06	'09	'06	'09	'06
\$0-249K	98%	84%	98%	90%	74%	30%	50%	30%	0%	6%	50%	30%	0%	6%
\$250-499k	99%	99%	96%	99%	50%	26%	63%	57%	1%	0%	63%	57%	1%	0%
\$500k-\$1.1 mil	97%	99%	100%	100%	57%	40%	73%	63%	8%	6%	73%	63%	8%	6%
\$1.2 mil +	100%	100%	100%	100%	81%	76%	79%	70%	17%	14%	79%	70%	17%	14%

Membership in Other Organizations

	'09	'06	'03	'00
Insurance Marketing and Mgmt. Services	5%	11%	12%	7%
Small Business Association of Michigan (SBAM)	12%	10%	10%	14%
National Assn. of Prof Insurance Agents (PIA)	14%	11%	9%	8%
National Assn. of Health Insurance Underwriters (NAHU)	3%	6%	4%	5%
Michigan Association of Life Underwriters (MALU)	1%	4%	3%	6%
National Federation of Ind. Businesses (NFIB)	12%	14%	16%	22%
Local Chamber of Commerce	51%	53%	55%	80%
	Daily	Weekly	Monthly	Never
How often do you visit MAIA's website?	1%	9%	61%	29%

Overall State Ranking

*Direct Writers are listed in red.

Name	Market Share 2007	Market Share 2006	DWP (000s) 2007	Difference (000s)	Adjusted Loss Ratio 2007	Adjusted Loss Ratio 2006	Difference in ALR from '06
1. State Farm Group	10.9%	11.1%	\$1,594,845	(\$1,702,471)	77.00	59.70	-17.3
2. Auto-Owners Insurance Group	8.1%	8.1%	\$1,184,769	\$1,235,451	78.0	61.9	-16.1
3. GMAC Insurance Group	8.0%	8.2%	\$1,175,932	\$1,256,792	62.9	67.7	4.8
4. Frankenmuth Financial Group	5.8%	6.3%	\$849,124	\$960,822	48.0	66.7	18.7
5. Hanover Ins. Group	5.7%	5.7%	\$844,245	\$870,495	55.9	58.2	2.3
6. Allstate Insurance	4.0%	3.9%	\$588,069	\$596,344	49.0	43.0	-6.0
7. American International (AIG)	3.6%	3.3%	\$529,956	\$511,578	73.0	97.6	24.6
8. Progressive	3.5%	3.3%	\$514,498	\$502,948	52.8	47.1	-5.7
9. Mich. Farm Bureau	3.5%	3.3%	\$477,892	\$501,312	78.0	70.0	-8.0
10. Liberty Mutual Insurance Company	2.7%	2.3%	\$403,766	\$347,682	57.8	47.8	-10.0
11. Nationwide	2.5%	2.8%	\$366,273	\$421,167	85.7	68.9	-16.8
12. Farmers Ins. Group	2.5%	1.8%	\$362,897	\$269,746	77.7	63.6	-14.1
13. Travelers	2.2%	2.1%	\$323,603	\$325,234	48.1	25.8	-22.3
14. Frankenmuth Financial Group	1.7%	1.6%	\$251,683	\$250,820	86.3	45.8	-40.5
15. Accident Fund Grp.	1.6%	1.9%	\$227,852	\$289,437	78.8	74.6	-4.2
16. Hartford Insurance Group	1.6%	1.6%	\$227,763	\$238,876	51.1	51.7	0.6
17. Zurich Financial Svcs. Insurance Cos.	1.5%	1.6%	\$224,217	\$242,506	56.5	61.8	5.3
18. Chubb Group of Insurance Cos.	1.5%	1.5%	\$217,210	\$226,053	55.2	33.0	-22.2
19. CNA Insurance Cos.	1.3%	1.4%	\$196,101	\$220,231	39.2	22.9	-16.3
20. Hastings Mutual	1.0%	1.1%	\$151,686	\$151,868	57.9	41.3	-16.6
Top 20 Total	73.0%	72.9%	\$10,712,381	\$11,121,833	60.4	55.0	-5.4
State Total	100.0%	100.0%	\$14,693,884	\$15,288,673	61.8	57.2	-4.6

National Agency Companies

Name	Direct Written Premium (000s)	Market Share 2007	Market Share 2006	Difference	Adjusted Loss Ratio 2007	Adjusted Loss Ratio 2006	Difference in ALR from '06
1. Hanover Ins. Group	\$844,245	5.7%	5.7%	0.0%	55.9	58.2	2.3
2. American International Group	\$529,956	3.6%	3.3%	0.3%	73.0	97.6	24.6
3. Travelers	\$323,603	2.2%	2.1%	0.1%	48.1	25.8	-22.3
4. Hartford Insurance Group	\$227,763	1.6%	1.6%	0.0%	56.7	51.7	5.0
5. Zurich Financial Services	\$224,217	1.5%	1.5%	0.0%	55.2	33.0	-22.2
6. Chubb Group of Insurance Cos.	\$217,210	1.3%	1.4%	-0.1%	39.2	22.9	-16.3
7. CNA Insurance Companies	\$196,101	1.3%	1.4%	-0.1%	44.0	42.7	-1.3
8. Cincinnati	\$150,860	1.0%	1.1%	-0.1%	23.1	38.0	14.9
9. Allianz of America	\$128,117	0.9%	0.7%	0.2%	47.2	59.1	11.9
10. Safeco Insurance Co.	\$121,532	0.8%	0.8%	0.0%	47.2	59.1	11.9
Top 10 National Agency Cos.	\$2,963,604	20.10%	19.90%	0.2%	47.2	53.6	6.4
Total All National Agency Cos.	\$3,686,585	25.10%	24.90%	0.2%	54.3	54.4	0.1
2007 State Total	\$14,693,884	100.0%	100.0%	0.0%	61.8	57.2	-4.6

Regional Agency Companies

Name	Direct Written Premium (000s)	Market Share 2007	Market Share 2006	Difference	Adjusted Loss Ratio 2007	Adjusted Loss Ratio 2006	Difference in ALR from '06
1. Auto-Owners Insurance Group	\$1,184,769	8.1%	8.1%	0.0%	78.0	61.9	-16.1
2. GMAC Insurance Group	\$849,124	5.8%	6.3%	-0.5%	48.0	66.7	18.7
3. Progressive	\$514,498	3.5%	3.3%	0.2%	52.8	47.1	-5.7
4. Frankenmuth Financial Group	\$251,683	1.7%	1.6%	0.1%	45.8	37.4	-8.4
5. Accident Fund Group	\$227,852	1.6%	1.9%	-0.3%	78.8	74.6	-4.2
6. Hastings Mutual	\$151,686	1.0%	1.0%	0.0%	57.9	41.3	-16.6
7. Pioneer State Mutual	\$145,130	1.0%	0.9%	0.1%	61.5	50.2	-11.3
8. West Bend Mutual Company	\$123,220	0.8%	0.8%	0.0%	59.2	42.0	-17.2
9. Grange Mutual Casualty Group	\$108,851	0.7%	0.7%	0.0%	64.8	62.3	-2.5
10. Michigan Millers Ins. Co.	\$107,700	0.7%	0.8%	-0.1%	66.9	53.8	-13.1
Total for Top 10 Regional	\$3,664,513	24.9%	25.4%	-0.5%	61.4	53.7	-7.7
Total for All Regionals	\$5,055,339	34.4%	34.7%	-0.3%	60.5	57.3	-3.2
2007 State Total	\$14,693,884	100.0%	100.0%	0.0%	61.8	57.2	-4.6

Direct Writers

Name	Direct Written Premium (000s)	Market Share 2007	Market Share 2006	Difference	Adjusted Loss Ratio 2007	Adjusted Loss Ratio 2006	Difference in ALR from '06
1. State Farm Group	\$1,594,845	10.9%	11.1%	-0.2%	77.0	59.7	-17.3
2. Auto Club Group (AAA)	\$1,175,932	8.0%	8.2%	-0.2%	62.9	67.7	4.8
3. Allstate Insurance	\$588,069	4.0%	3.9%	0.1%	49.0	43.0	-6.0
4. Michigan Farm Bureau	\$477,892	3.3%	3.3%	0.0%	78.0	70.0	-8.0
5. Liberty Mutual Insurance Co.	\$403,766	2.7%	2.3%	0.4%	57.8	47.8	-10.0
6. Nationwide	\$366,273	2.5%	2.8%	-0.3%	85.7	68.9	-16.8
7. Farmers Insurance Group	\$362,897	2.5%	1.8%	0.7%	77.7	63.6	-14.1
8. USAA Group	\$134,335	0.9%	0.9%	0.0%	65.6	64.6	-1.0
9. American Road Ins. Co.	\$105,521	0.7%	0.7%	0.0%	44.3	49.4	5.1
10. Berkshire/Hathaway (GEICO)	\$65,217	0.4%	0.4%	0.0%	108.5	94.8	-13.7
2007 Top 10 Direct Total	\$5,274,747	35.9%	35.4%	0.5%	70.7	63.0	-7.7
2007 All Direct Total	\$6,171,893	40.5%	40.4%	0.1%	67.5	58.8	-8.7
2007 State Total	\$14,693,884	100.0%	100.0%	0.0%	61.6	57.2	-4.4

Define your Agency Success with
Total Quality Agency
MAIA's TQA program combines Best Practices with the experience of top national consultants to help you promote positive, lasting change in your agency.

